

Smith, Interim City Manager opened the meeting by apologizing to the committee for his part in the criticisms directed towards this committee.

CALL TO ORDER

The July 18, 2013, meeting of the Destination Newport Committee was called to order at approximately 2:03 P.M. In attendance were John Clark, Lil Patrick, Ric Rabourn, Neal Henning and Lorna Davis. Also in attendance was Ted Smith, Interim City Manager, and Cindy Breves, Executive Assistant. Visitors included, Rob Spooner, Oregon Coast Magazine, Mike Maloney, OnDisplay Advertising, Leigh Deinert, CBS Outdoor, Cindy Hanson, Comcast and James Rand, News-Times.

INTRODUCTIONS

Introductions were made.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the June 18, 2013, meeting;
- B. Review of Account, June 2013

MOTION was made by Clark, seconded by Henning, to approve the consent calendar. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS

A proposal from Oregon Coast Magazine was presented to the committee. Oregon Coast Magazine is offering a half page advertisement in the 2013 Mile-by-Mile Guide, for a 6x rate in the September/October issue for \$1,349. The advertisement can be changed to a full page advertisement for the 6x rate for \$2,335. Oregon Coast Magazine has the back cover available for a full page advertisement for a cost of \$2957.

The first proposal from Steve Woodward of FOX Oregon's KLSR-TV 34 was reviewed. KLSR-TV 34 is offering 67 sports commercials per month for September 2013 through June 14, 2014 for \$2,400 a month, for an additional \$4,250 a month bonus spots can be added. Also available is an Overnight Signoff Still for \$250 a month and a WEB Banner on Oregon's Fox dot com for \$150 a month. The second proposal offers 135 commercials per month at a cost of \$2,720 per month, additional \$4,250 a month bonus spots can be added. Also available is an Overnight Signoff Still for \$250 a month and a WEB Banner on Oregon's Fox dot com for \$150 a month.

Joe Van Ras presented a proposal from KFIR Radio offering for \$250 a month 2 thirty second commercials per day every day of the month over the next 9 months for a total of 60 commercials per month. These commercials will be run between 6 AM and 8 PM. KFIR is also offering for \$400 month a proposal that would include 4 thirty second commercials per day over the next 9 months for a total of 120 commercial per month. These commercials will be run between 6 AM and 8 PM. Both proposals include a banner will be placed on the KFIR Website with a hyperlink to the Destination Newport website. One of the commercials will also be placed on the website. Van Ras clarified KFIR's

coverage area and programming for the committee. Committee gave feedback on the quality of the commercials that KFIR has already produced and aired.

The committee reviewed a proposal from Travel Oregon E-newsletters. Travel Oregon E-newsletter is offering ad space for \$200. The committee had additional questions that Davis will ask Travel Oregon E-newsletter representative.

Mike Maloney from OnDisplay Advertising presented several proposals with research and reasoning for outdoor advertisement and the need for branding Newport as a destination. The 2013-2014 proposals are:

“Skyscraper” site PDX-111 is 11x4-week periods at \$8.6K net (average).

“Triple Read” PDX-101 is 1-3 periods: \$5,000 net; 4-6 periods: \$4,250 net; 7+periods: \$3,750 net with P & I: \$4,400 net.

“Vertical East” site PDX-113 is 1-3 periods: \$4,000 net; 4-6 periods: \$3,500 net; 7+periods: \$2,900 net with P & I: \$1,600 net.

“Morrison Monster” site PDX-123 is 1-3 periods: \$5,000 net; 4-6 periods: \$4,500 net; 7+periods: \$3,900 net with P & I: \$4,100 net.

“Highway 99” site PDX-136 is 1-3 periods: \$4,000 net; 4-6 periods: \$3,500 net; 7+periods: \$2,750 net with P & I: \$1,700 net.

“Morning Commute” site PDX-145 is 1-3 periods: \$6,000 net; 4-6 periods: \$5,500 net; 7+periods: \$5,000 net with P & I: \$2,900 net.

“Downtown Entrance” site PDX-113 is 1-3 periods: \$3,000 net; 4-6 periods: \$2,500 net; 7+periods: \$1,900 net with P & I: \$1,900 net.

“Old Town” site PDX-113 is 1-3 periods: \$3,500 net; 4-6 periods: \$3,000 net; 7+periods: \$2,600 net with P & I: \$1,900 net.

Lloyd Center proposal:

The Center has unlimited options. The Lloyd Center is flexible and willing to work the Destination Newport Committee. There were 3 packages listed as possible options:

Package A: \$8,000 includes 2 12’X12’ Skyway banners; one in each hallway \$2,000 or based on 144 sq. ft. = (16) 3’X3’ Floor Graphics, Full Wrap Dasher Boards \$2,000, Bridge Side facing ice rink \$1,000 and Center Court Marquis \$3,000

Package B: \$6,000 includes 8 3’X3’ “Follow Me!” Floor graphics leading from Escalator to Kid Play Area \$3,000, 1 12’X12’ Wallscape, Floor graphic or 72 sq. ft. floor interactive floor graphic in play area \$1,000 and Full Wrap Dasher Boards \$2,000

Package C: \$4,000 includes 2 12’X12’ Skyway banners; one in each hallway \$2,000 and Full Wrap Dasher Boards \$2,000

Ice Rink Domination: Ice Rink Logo 24X24 P and I \$2,500 with Ad rate \$4,500 per month for 1 year, Skyway over Rink P and I \$1,800 net to do both side with Ad rate \$950 per side per month, Dasher Boards 31x36” P and I \$350 net for six boards with Full wrap \$2,000 per month net.

Leigh Deinert from CBS outdoor presented a proposals for continuing Destination Newport Committee outdoor displays. She provided information on several locations not including production and installation costs. Production and installation costs are variable depending on the number of boards purchased. Here are the site locations, availability and cost that Deinert believes are the best fit for Destination Newport Committee:

Grand Ronde	11-18-13 to 11-16-14	\$14,300
Newberg	3-3-14 to 3-1-15	\$14,300
Portland Hwy 26	11-25-13 to 7-6-14	\$68,000
Woodburn	12-16-13 to 6-29-14	\$24,500
Albany	10-7-13 to 7-13-14	\$12,000
Beltline	8-19-13 to 6-22-14	\$26,400
I-105	11-25-13 to 7-6-14	\$14,400
Roseburg	7-29-13 to 7-6-14	\$14,400
Bandon	7-29-13 to 7-27-14	\$10,200
Yreka	7-29-13 to 7-27-14	\$20,150
Wood Village	11-25-13 to 7-6-14	\$20,000

OTHER

Davis explained the reasoning for accepting proposals under the OTHER section of the agenda. Due to the nature of advertising, many times there is short notice for advertizing opportunities. Many times these opportunities come after the agenda deadline. Clark made the suggestion that due to the criticism that the committee has received recently that the committee listen to the Comcast presentation but defer the decision until the next meeting so that Comcast can be placed on the agenda. The committee agreed.

Cindy Hanson from Comcast presented a proposal to the committee. The proposal is 300 spots per month in the Eugene Metro/ Cottage Grove area costing \$2,500, 300 spots per month in the Albany/Corvallis area costing \$1,000 and 325,000 impressions per month on Xfinity website to reach a Portland audience costing \$5,000 for a total investment of \$8,500 per month.

Rand of the News-Times presented changes to the brochure for approval by the committee. The committee reviewed the brochure and gave additional changes. The committee agreed that the brochure is good to print with the changes proposed.

DISCUSSION AND ACTION

Discovery Newport September/October issue proposal was discussed. The committee decide to pass on this proposal.

FOX Oregon's KLSR-TV 34 proposals were discussed and the committee would like to have a presentation by FOX Oregon's KLSR-TV 34 at a future meeting.

After a discussion of the KFIR Radio proposal the committee decided to place this proposal on a future agenda for further consideration.

The committee discussed the OnDisplay proposals. The "Skyscraper" PDX-111 is the current advertising site for the Destination Newport Committee in Portland and site the committee likes the best. The committee is also interested in the "Morning Commute" PDX-145 site and will discuss this proposal further after other outdoor media companies are able to present their options.

MOTION was made by Patrick, second by Clark to approve OnDisplay "Skyscraper" 90 feet display on 4th and Oat in Portland for the months of February through June which would be 5X4 week postings at a cost of \$9,000 per 4 week posting . The motion carried unanimously in a voice vote.

The committee discussed the locations in the CBS proposal. The committee would like to renew Grand Ronde and Newberg locations but would like to see what Meadow might have to offer first. The Woodburn sign is also of interest but again the committee would like to see what Meadow might have to offer before making a decision.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:35 P.M.